You Are Here Worksheet

Go to [www.ftc.gov](http://www.ftc.gov). Explore the games and interact with Emily and Isaac as you learn about advertising.

At the Market Match Cell Phone kiosk play Claire’s game and decide which cell phone ads should go by which store.

1. What does Claire consider when she places her cell phone ads by a certain store?

At Shuman’s Shoe store find out from Isaac what the rules of advertising are and then click on Shuman to help him develop an shoe advertisement.

1. As you created your ad what things did you use to get the customer’s attention?

Click on the Nutritional Emporium and ask Emily about truth in advertising.

1. What is the role of the Federal Trade Commission?

Click on the Food Court and visit Isaac and Emily at Pizza, Pizza, Pizza.

1. How does it help you the consumer when businesses compete?
2. What different strategies or techniques did Mama Toni’s Pizza, Slices, and Ye Old Brick Ovenry use to win customers?

Click on Tripple Cold Creamery and listen to the conversation about mergers.

1. What is a monopoly? What can the FTC do about a monopoly?

Click on Candtooth Kingdom and talk to Isaac and Emily about Supply and Demand.

1. What is Supply and Demand?
2. Hoe does Supply and Demand affect prices?

Click on King Candytooth and play the Price is Wrong.

1. What do you need to consider when packaging your cookies?
2. What do you need to consider when pricing your cookies?

Click on the Cinema and watch the Slideshow Spectacular.

1. What is important about competition?
2. Why are anti-trust laws important to consumers?